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Planning Commission Staff Report

TO: PLANNING COMMISSION / DESIGN REVIEW BOARD

FROM: AMY TEMES, SENIOR PLANNER *AT*
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THROUGH: CATHERINE LORBEER, AICP, PRINCIPAL PLANNER *CL*
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MEETING DATE: MARCH 7, 2018

SUBJECT: DR18-04-S, CIRCLE G GATEWAY CENTER MASTER SIGN PLAN

STRATEGIC INITIATIVE: Economic Development

To allow for a Master Sign program for a large commercial center and business park.

RECOMMENDED MOTION

Approve the Findings of Fact and approve DR18-04-S, Circle G Gateway Center Master Sign Plan for approximately 36.81 acres, generally located at the at the northwest corner of Power Road and Galveston Street and zoned Regional Commercial (RC) and Business Park (BP), all with a with a Planned Area Development (PAD) overlay.

APPLICANT/OWNER

Company: IPlan Consulting
Name: Greg Davis
Address: 3317 S. Higley Road #114-622
Gilbert, AZ 85297
Phone: 480-227-9850
Email: Greg@iplanconsulting.com

Company: Circle G
Name: John Hartman
Address: 4915 E. Baseline Road
Gilbert, AZ 85236
Phone: 480-632-7272
Email: info@circleg.com

BACKGROUND/DISCUSSION

History

Date	Description
<i>September 17, 2002</i>	Town Council approved Z01-28 Gilbert Gateway Towne Center Planned Area Development in Ordinance No. 1425.
<i>April 12, 2005</i>	Town Council approved Z04-42 Gilbert Gateway Towne Center Planned Area Development Amendment in Ordinance No. 1644
<i>November 2, 2016</i>	Planning Commission Study Session GP16-04 and Z16-14.
<i>February 1, 2017</i>	Planning Commission recommended approval of GP16-04 and Z16-14.
<i>March 2, 2017</i>	Town Council approved GP16-04 (Resolution No. 3897) and Z16-14 (Ordinance No. 2610).
<i>July 12, 2017</i>	Planning Commission approved DR16-48 Circle G Gateway Center.

Overview

Circle G, in a partnership with LGE, has proposed plans for a new office/retail development in the Town of Gilbert. Circle G Corporate Park is an approximate 40 acre project within the Gilbert Gateway Towne Center Planned Area Development (PAD) located at the northwest corner of Power Road and Galveston Street. To date, two retail buildings, a cinema and a hotel have been approved within the project and are moving forward. This specific request is for a Master Sign Plan (MSP) for the entire project area in compliance with the conditions and evaluation criteria of Land Development Code (LDC) Section 4.405 C.

Surrounding Land Use & Zoning Designations:

	Existing Land Use Classification	Existing Zoning	Existing Use
North	Light Industrial and Regional Commercial	Light Industrial (LI) PAD and Regional Commercial (RC) PAD	Regional Commercial Shopping Commercial and Vacant BP
South	Business Park	Business Park (BP) PAD	Galveston Street then Gilbert Medical Campus and Vacant BP
East	City of Mesa Mixed Use Activity District	City of Mesa Limited Commercial (LC)	Power Road then City of Mesa various commercial uses
West	Residential > 5-8 DU/Acre	Single Family-Detached and Single Family – 6 PAD	Blue Jay Drive then Existing Gateway Village Subdivision
Site	Business Park and Regional Commercial	Business Park (BP) PAD and Regional Commercial (RC) PAD	Regional Commercial under development and Vacant BP

Project Signs

Sign Type	Description	Maximum Size (L x H) and Sign Area	Count	Materials
Horizontal Project ID Monument	Double sided freestanding project identification located within entry medians	33' x 3'6" 40 SF	1	Form board
Primary ID and Tenant Monument	Double sided freestanding signs located along Power Road and at Ray Road for use by various tenants.	7' x 16' 60 SF	4	Form board with black aluminum cabinet and accents
Secondary Tenant Monument	Double sided freestanding signs located along Galveston and Blue Jay for use by various tenants	6' x 15' 58.55 SF	5	Form board with black aluminum cabinet and accents
Single Tenant Monument	Double sided single tenant identification signs	7' x 10' 24.5' SF	3	Form board with black accents
Directory Sign	These double sided signs are located at major decision points along the internal east/west drive aisle.	3'8" x 8' 17.15 SF	4	Form board with black aluminum cabinet and accents

DISCUSSION

Retail Multi-Tenant In-line Building Signs

Wall signs may be located on the building or the canopy. No exposed raceways are allowed. Allowable square footage is calculated by the width of the tenant suite times (X) the distance of the building from the street (multiplier of 1 if the building is less than 75' from the street and a multiplier of 1.5 if the building is 75' or more from the street). The sign area allowance may be used on all four sides of the building. All wall signage shall be no larger than necessary for visibility and legibility and may be increased by 25% per LDC Section 4.405.C.3. Factors to be considered in determining appropriate size include topography, volume and speed of traffic, viewing distances and angles, proximity to adjacent uses, and placement of display. Double frontage is only allowed on those building/suites noted on the Building Mounted Tenant Sign Location Plan.

Retail Single Pad Tenant Signs

The single tenant pads are located along Power Road. The wall signage may be on the buildings or canopies. Allowable square footage is calculated by the width of the tenant suite times (X) the distance of the building from the street (multiplier of 1 if the building is less than 75' from the street and a multiplier of 1.5 if the building is 75' or more from the street). The sign allowance may be used on all four sides of the building. All wall signage shall be no larger than necessary

for visibility and legibility and may be increased by 25% per LDC Section 4.405.C.3. Double frontage is only allowed on those building/suites noted on the Building Mounted Tenant Sign Location Plan. Drive through uses may have up to 2 illuminated menu signs no greater than 50 SF each and no taller than 7'. All menu signs must be mounted on a solid base.

Cinema Signage

The cinema signage is comprised of stylized cabinet signs and projecting signs. The stylized cabinets and the projecting signs will all be counted toward the sign area allowance. Signs may be located on all sides of the building. The signs may be articulated with neon letters and lights. Any sign interior to the building, but placed less than 6' from the glass will be considered a wall sign and must meet all wall sign criteria in this MSP and the Town's Code.

Office/Hotel Signage – Multi Story

Tenant wall signs may be on the first floor or on the top floor of a multi-story building. Signs will be internally illuminated or halo illuminated. The Master Site Plan depicts all of the buildings greater than 75' from the ROW, which allows for a 1.5 multiplier. If in the future the Master Site Plan is amended and a building is located within 75' of the ROW then the multiplier will be 1.

Office/Industrial Signage – Single Story

Single story office and industrial buildings may locate wall signage on any side of the building. The allowable sign area is calculated based on the distance of the building from the ROW. The Master Site Plan depicts all of the buildings greater than 75' from the ROW which allows for a 1.5 multiplier. If in the future the Master Site Plan is amended and a building is located within 75' of the ROW then the multiplier will be 1.

Buildings with double frontage are clearly identified on the Building Mounted Tenant Sign Location Plan.

PUBLIC NOTIFICATION AND INPUT

An official notice of the meeting agenda was posted in all the required public places within the Town.

Staff has received no comment from the public.

STAFF RECOMMENDATION

Approve the Findings of Fact and approve DR18-04-S, Circle G Gateway Center Master Sign Plan for approximately 36.8 acres, generally located at the northwest corner of Power Road and Galveston Street and zoned Regional Commercial (RC) and Business Park (BP), all with a Planned Area Development (PAD) overlay, subject to conditions:

1. Construction of the project shall conform to the exhibits approved by the Planning Commission at the March 7, 2018 public hearing.
2. The construction site plan documents shall incorporate the Standard Commercial and Industrial Site Plan Notes adopted by the Design Review Board on March 11, 2004.

3. Future Design Review approvals of new buildings will require a Minor Administrative Amendment to this MSP, prior to submitting for sign permits.

Respectfully submitted,

Amy Temes
Senior Planner

Attachments and Enclosures:

- 1) Finding of Fact
- 2) Vicinity Map
- 3) Master Sign Plan
- 4) Colors and Materials Board

**FINDINGS OF FACT
DR18-04-S, Circle G Gateway
Center**

1. The project as conditioned is consistent with the applicable Design Guidelines;
2. The project conforms to the General Plan, and specifically to the Land Use, Community Design, and Environmental Planning Elements;
3. The project is consistent with all applicable provisions of the Zoning Code;
4. The project is compatible with adjacent and nearby development; and
5. The project design provides for safe and efficient provisions of public services.



CIRCLE GATEWAY CENTER

Master Sign Plan Submittal

Formal Submittal February 19, 2018

Introduction

Circle G Gateway Center will consist of several different building types. The retail buildings will have frontage along Power Road. There are 3 single pad tenants and 3 multi-tenant inline buildings with space up to 15 tenants. Interior to the site are a cinema, and potentially four 2 story office buildings, two multi-story hotels and 4 single story office/industrial buildings.

There are 2 categories of signage for Circle G: Freestanding Overall Project Signage and Building Mounted Individual Tenant Signage.

Overall Project Signage - Freestanding

H Horizontal Project ID Monument - This monument sign is double sided in the entry median. It will incorporate the project logo and have internal illumination along with ground illumination. It sets the tone for the other freestanding signs within the project.

P Primary Project ID and Tenant Monument - 3 Tenant monuments will be placed along Power Road, one at the entry lending to the cinema and one each at the perimeter corners. They may contain cinema and hotel/major office tenant and logos along with the project logo. An additional monument will be placed at the corner of Ray and Bluejay Drive.

S Secondary Tenant Monument - These vertical signs will contain major tenant names and are placed at prominent locations around the perimeter of the site.

The Primary Project ID and Tenant Monument along with the Secondary Tenant Monument require additional height in order to achieve the staff requested space for signage between 4' and 14' from grade. A minimum 2' architectural embellishment space will be maintained at the top of these signs.

T Tenant Monument - These vertical signs are placed near the Galveston and internal entry drives to the hotels. They contain a single hotel identity and are internally illuminated.

D Directory Sign - These signs will be placed at major decision points along the main east/west internal route. They will direct to major tenants throughout the site.

Individual Tenant Signage - Building Mounted

Retail Signage - Tenants are encouraged to employ a creative mix of design and lighting to enhance the energy of the project during both day and night. Examples are shown on the Allowable Tenant Sign Configurations page.

Allowable types of lighting for signage include, but are not limited to: exposed neon, halo illumination and internally lit channels and cabinets.

Allowable tenant sign envelopes are dotted in on drawings for retail buildings. Modifications to the dotted envelope configurations is allowed as long as the new envelopes meet Gilbert Requirements. The signs may be building fascia mounted or on the canopy structure. No exposed raceways are allowed.

Retail Multi-Tenant Inline Building - Signs may be building or canopy mounted. Allowable square footages are calculated and noted above each tenant bay for Phase 1 building.

Retail Single Pad Tenant - These locations along Power Road are meant for restaurant or bank type users with potential for drive thru operations. They will be allowed to use their standard logo and lettering branding on up to all 4 sides of their building. Drive-thrus would be allowed up to 2 illuminated menu signs per lane with specifications in keeping with Gilbert sign regulations.

Cinema Signage - The cinema will have 2 illuminated vertical projecting signs as shown on building elevations. Only one of these signs will be installed per elevation. The top of the projecting signs shall not exceed the highest point of the building or mechanical screening. One illuminated logo sign will be installed on the front elevation as shown on the drawings. In addition, a painted wall mural will be placed on the north elevation. Exposed neon letters will be placed on the interior of the lobby window glazing. Allowable square footage is calculated and compared to actual footage on the east entry elevation. Signage may be placed on all sides of the building.

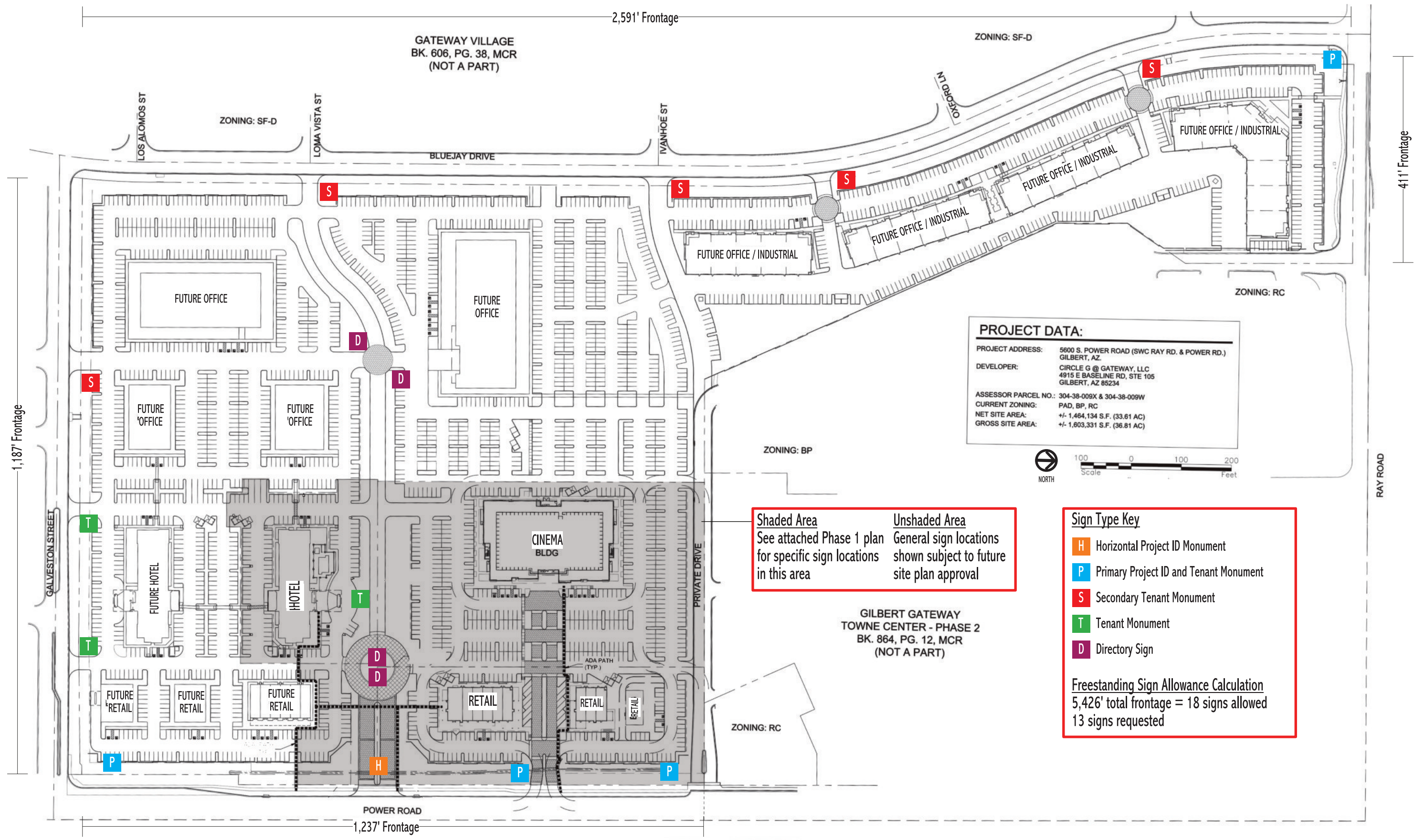
Office / Hotel Signage - Each tenant may install one building mounted wall sign per elevation adjacent to their space. These signs may be on the first or second floor for office buildings or on the first and top floor for a multi-story hotel. Tenants will be allowed to use their standard logo and lettering branding. All signage will be internally illuminated individual pan channels with acrylic faces or reverse pan channels with halo illumination.

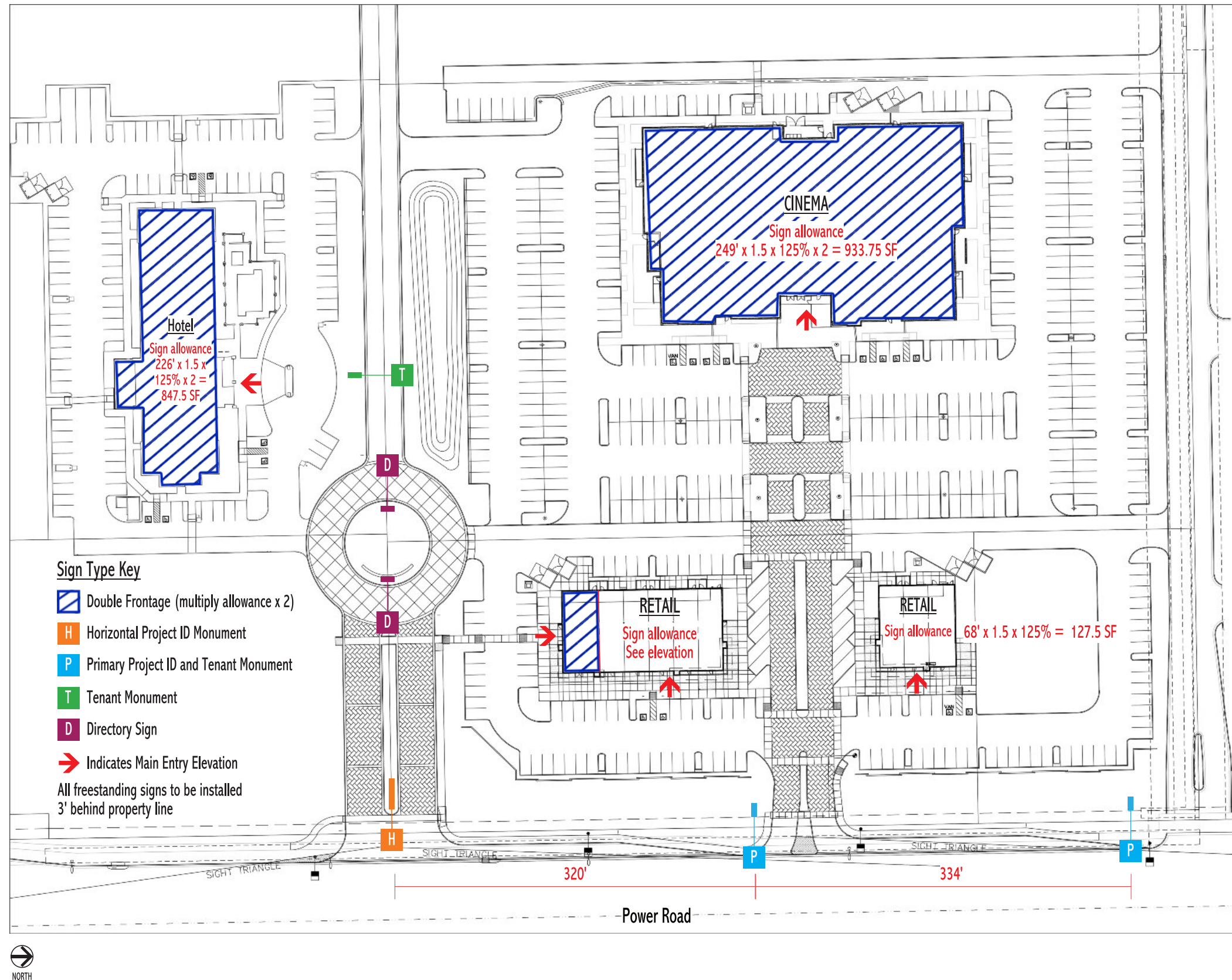
Office / Industrial - Each of these future single story buildings will have allowable square footage based on the lineal frontage of the tenant main entry elevation x 1.5 + 25%.

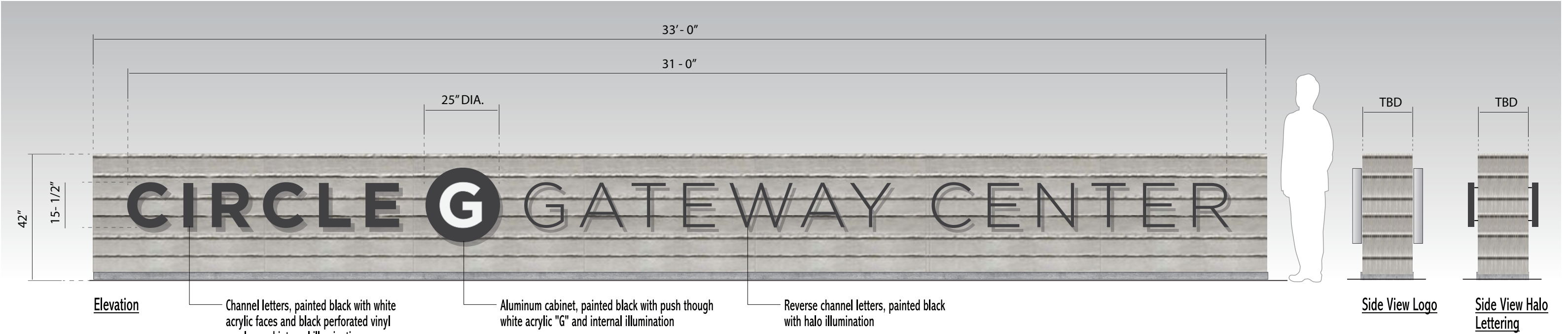
General Requirements

No wall sign shall exceed 80% of its vertical or horizontal background area and shall not cover architectural features. Sign area may be up to 80% of the background area.

Each tenant will be required to submit their designs to the Project Owner for approval prior to submitting the required drawings to the Town of Gilbert for permits.



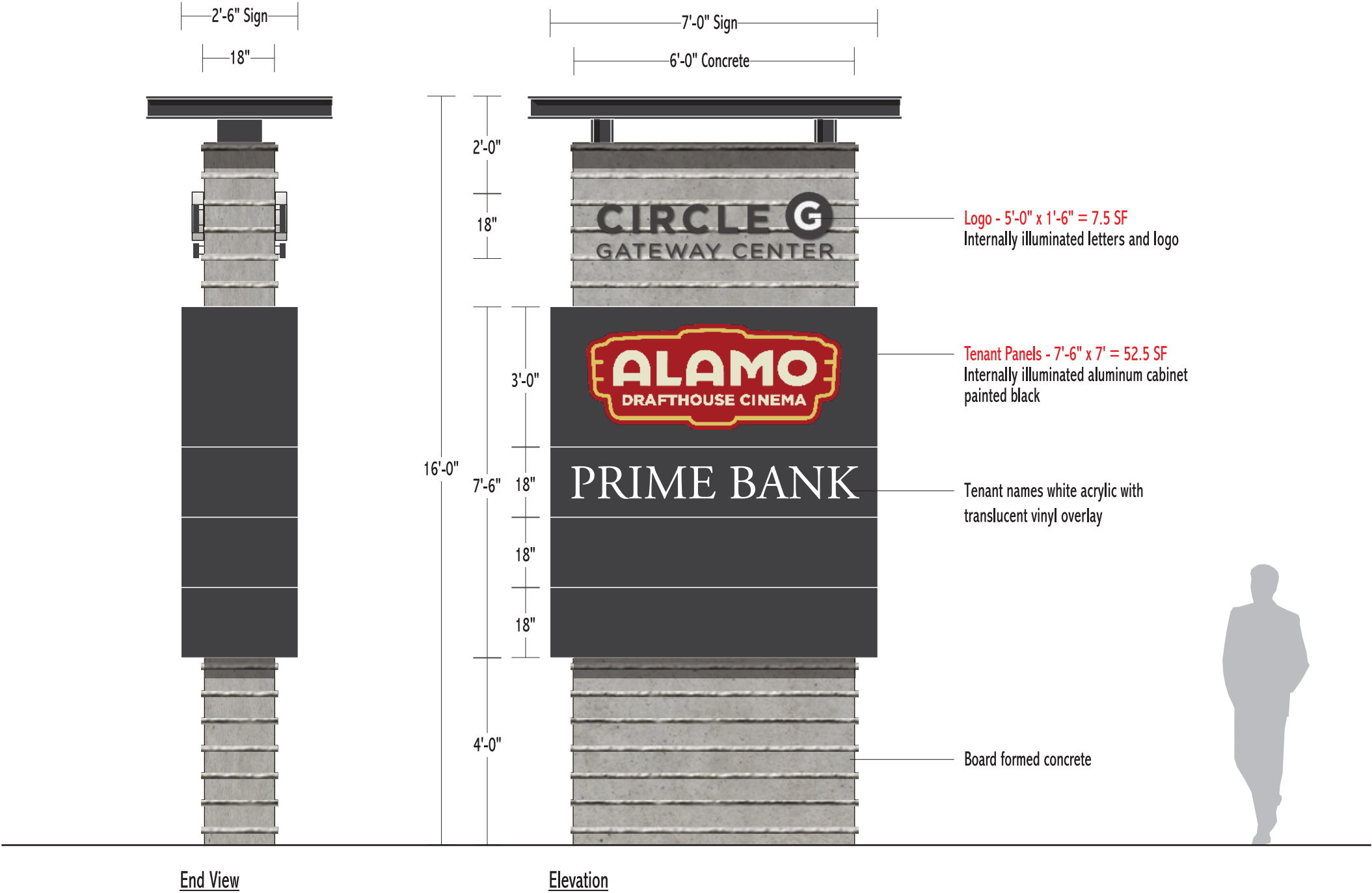




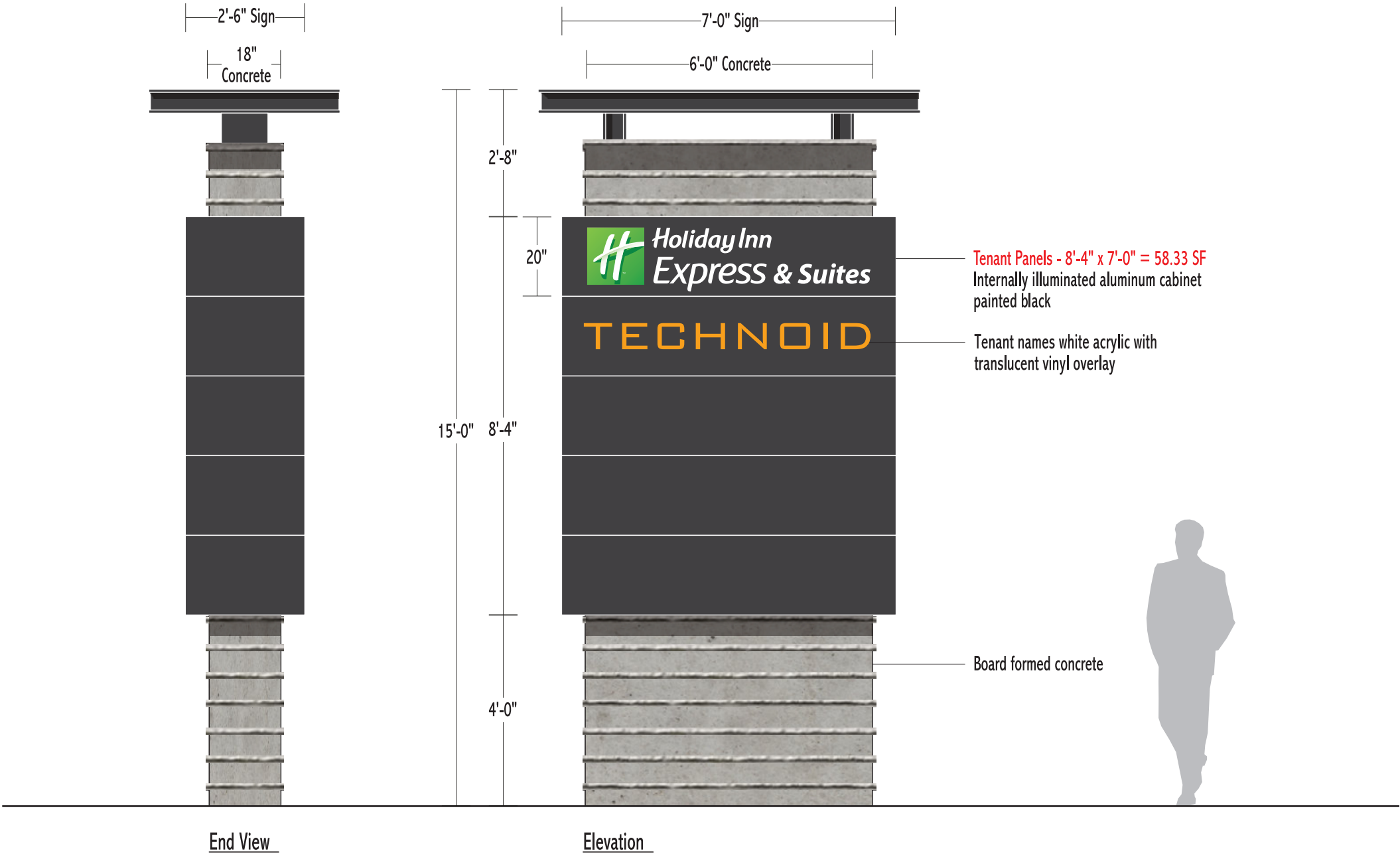
SIGN DATA		
Height	18' allowed	3'-6" actual
Area	60 SF allowed	40 SF actual
Quantity	1 double sided	
Copy	Project And Tenant Name and Logo	
Illumination	Internal	
Min. Spacing	100'	



SIGN DATA		
Height	18' allowed	16' actual
Area	60 SF allowed	60 SF actual
Quantity	4	
Copy	Project And Tenant Name and Logo	
Illumination	Internal and Ground	
Min. Spacing	100'	

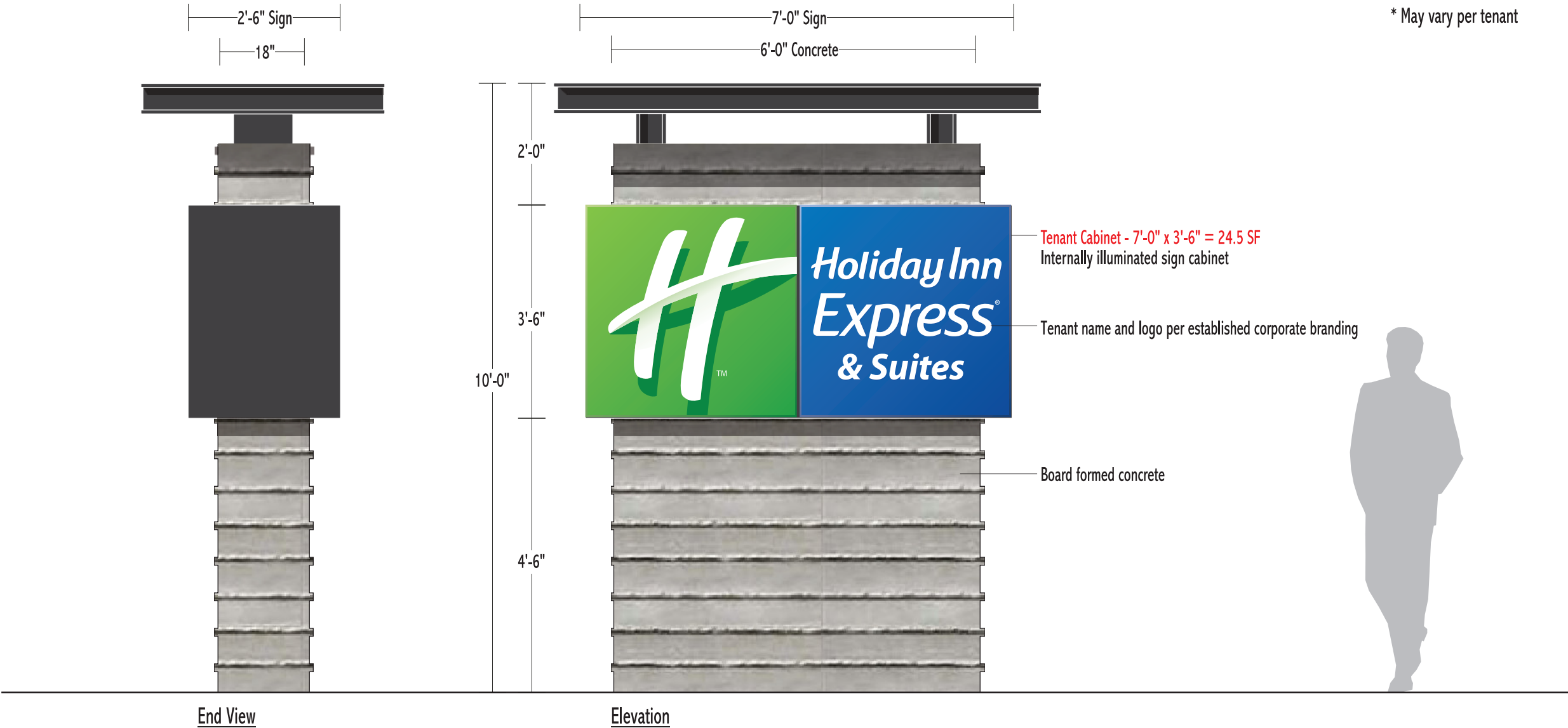


SIGN DATA		
Height	18' allowed	15' actual
Area	60 SF allowed	58.55 SF actual
Quantity	5	
Copy	Tenant Name and Logo	
Illumination	Internal and Ground	
Min. Spacing	100'	

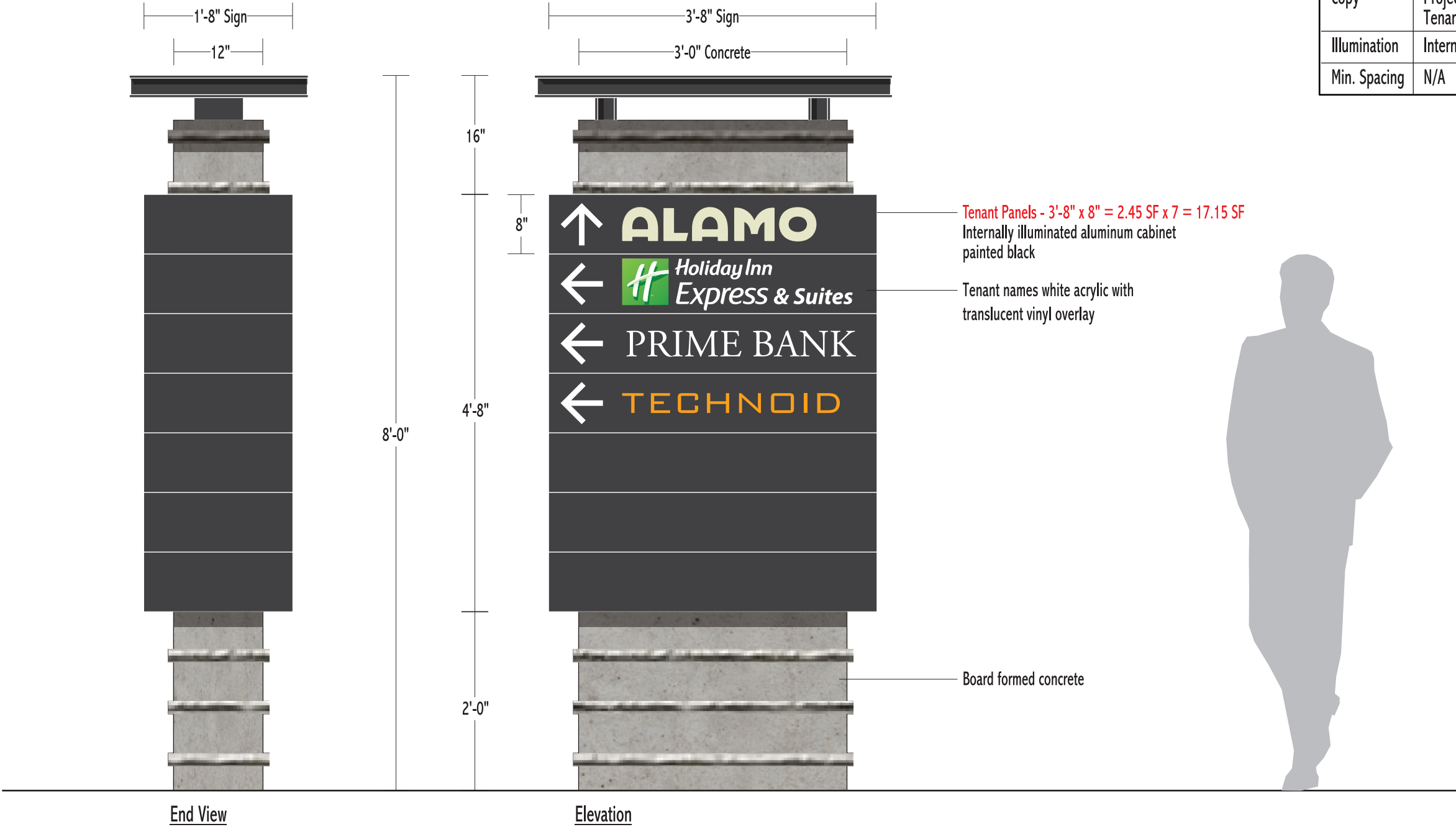


SIGN DATA		
Height	18' allowed	10' actual
Area	60 SF allowed	24.5 SF actual *
Quantity	2 per tenant	
Copy	Tenant Name and Logo	
Illumination	Internal and Ground	
Min. Spacing	100'	

* May vary per tenant



SIGN DATA		
Height	8' allowed	8' actual
Area	40 SF allowed	17.15 SF actual
Quantity	As needed	
Copy	Project Name & Logo Tenant Names & Arrows	
Illumination	Internal and Ground	
Min. Spacing	N/A	





Character Illustration



Multi-level projecting wall sign with exposed neon



Dimensional letters with halo illumination



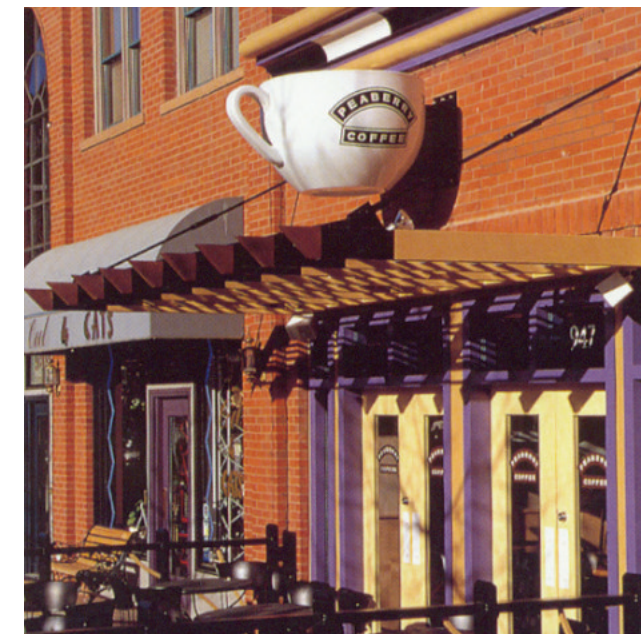
Theater marquee sign with multiple types of illumination



Illuminated dimensional letters mounted on canopy

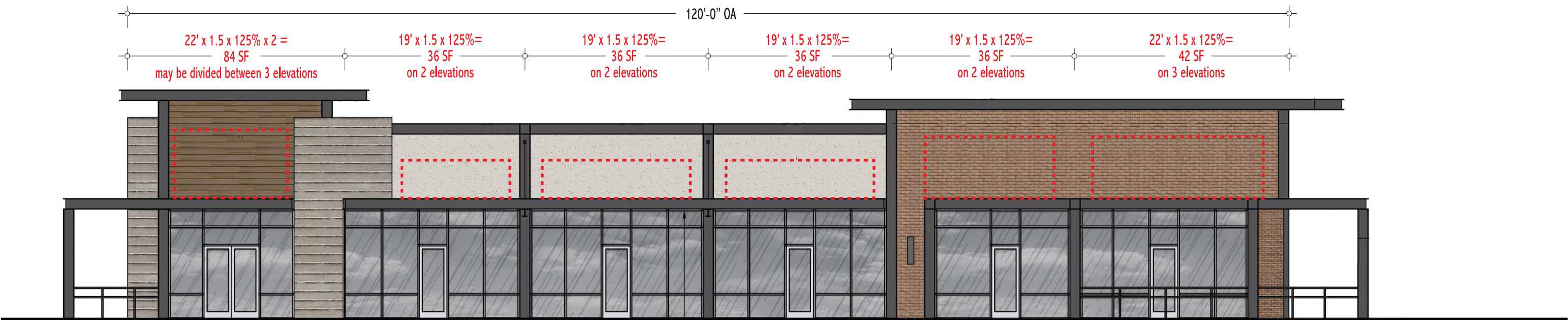


Multi-level dimensional logo with exposed neon
Projecting Wall Sign



3D Fabrication Projecting Wall Sign

Photos are examples only



East Elevation

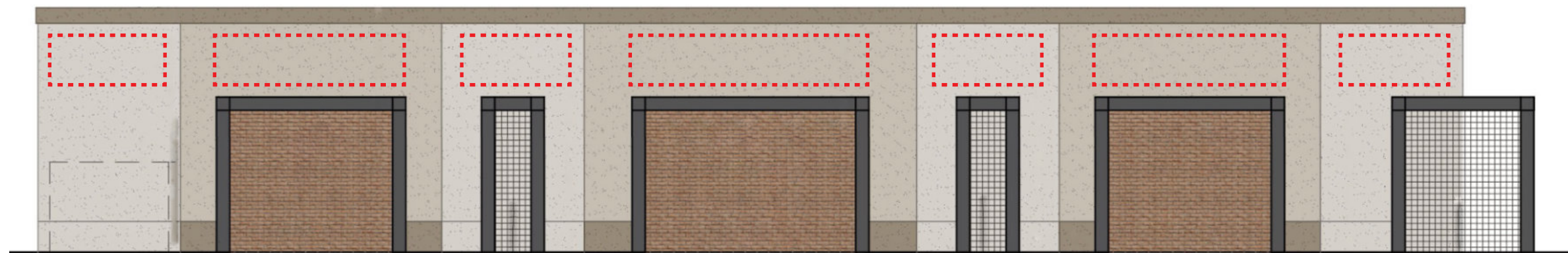
Dotted lines represent envelopes allowed for sign placement.

They may be on building fascia, on canopy structure or as projecting wall signs.

Allowable Square Footage per Tenant Bay is listed above each bay. If tenant occupies more than one bay, square footage from those bays may be combined.

Formula for allowable sign area: lineal footage x 1.5 x 125%

SIGN DATA	
Quantity	Up to 4 For Single Tenant Building
Min. Area	32 SF
Max. Area	Varies per lineal footage
Copy	Tenant Name, Logo and Identifiers
Illumination	Internal Front Halo and/or Neon



West Elevation

Dotted lines represent envelopes allowed for sign placement on building fascia.

Allowable Square Footage will be subtracted from overall allowance.

RETAIL SIGNAGE - ALLOWABLE LOCATIONS

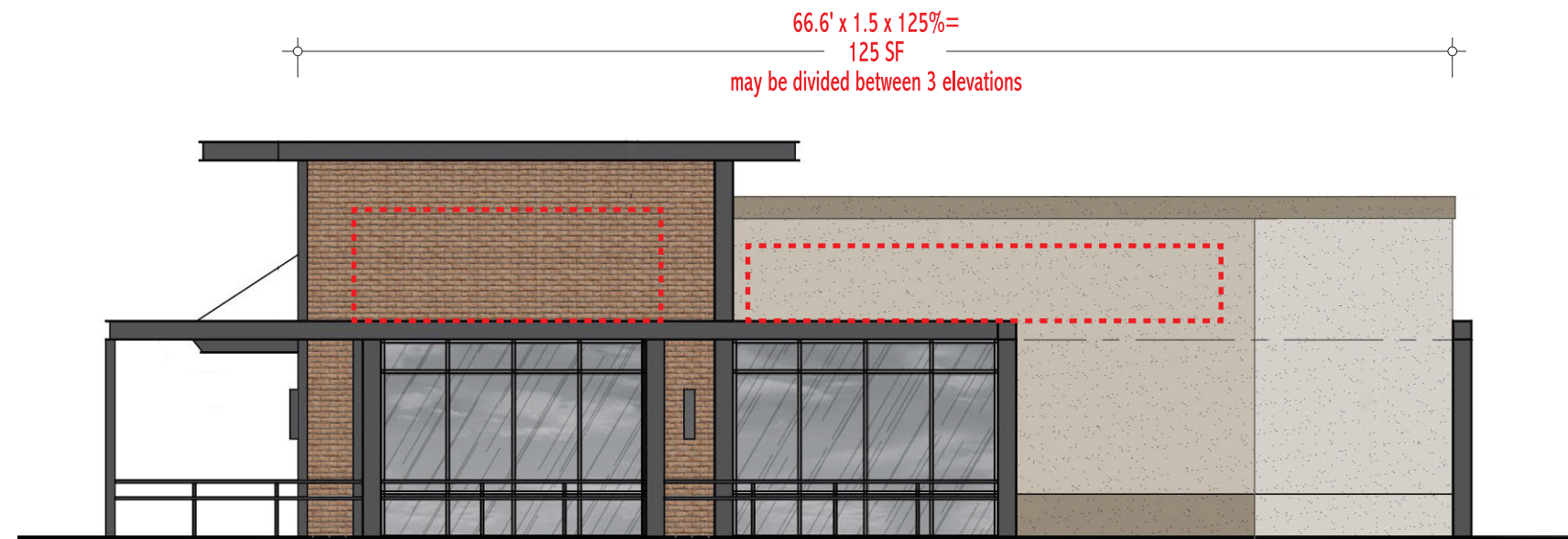
2018.02.19
Scale: 3/32" = 1'-0"

CIRCLE  GATEWAY CENTER


LANGUAGE

CIRCLE  DEVELOPMENT

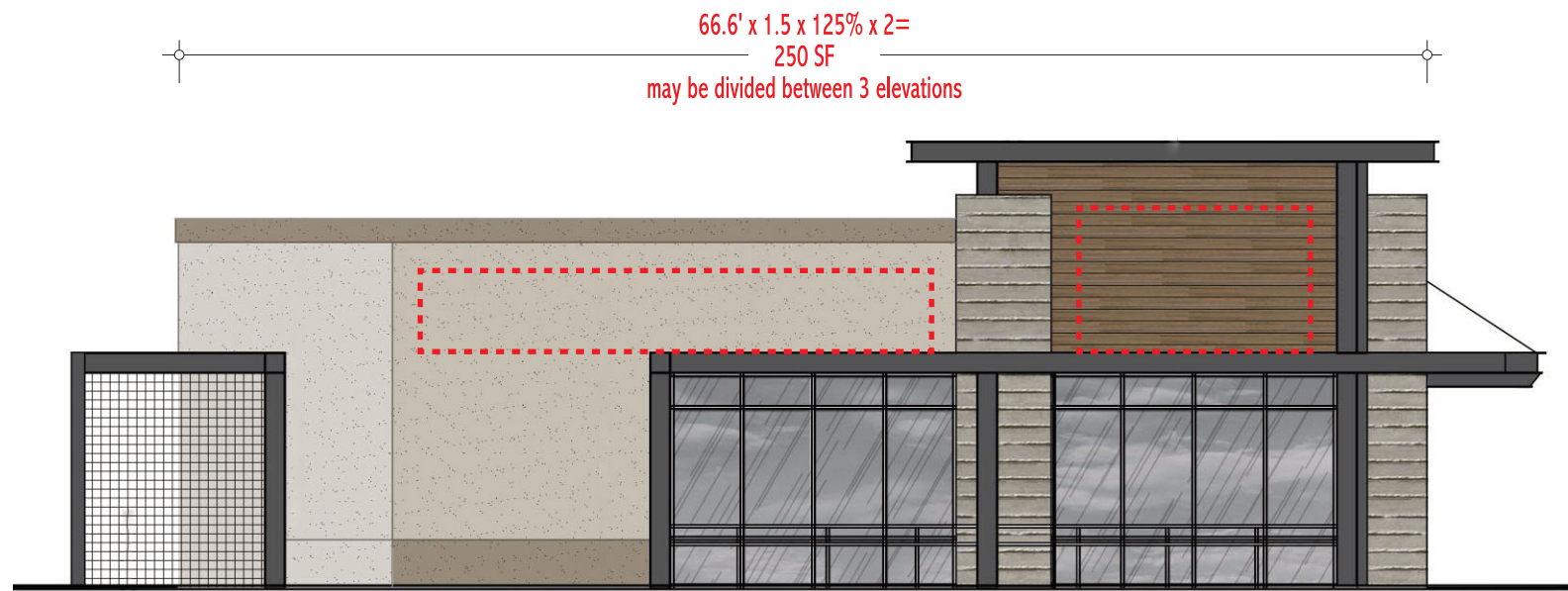

DESIGN BUILD



North Elevation

Dotted lines represent envelopes allowed for sign placement.
 They may be on building fascia, on canopy structure or as projecting wall signs.
 Allowable Square Footage per Tenant Bay is listed above each bay. If tenant occupies more than one bay, square footage from those bays may be combined.
 Formula for allowable sign area: lineal footage x 1.5 x 125% if this is entry elevation.

SIGN DATA	
Quantity	Up to 4 For Single Tenant Building
Min. Area	32 SF
Max. Area	Varies per lineal footage
Copy	Tenant Name, Logo and Identifiers
Illumination	Internal Front Halo and/or Neon



South Elevation

Dotted lines represent envelopes allowed for sign placement.
 They may be on building fascia, on canopy structure or as projecting wall signs.
 Allowable Square Footage per Tenant Bay is listed above each bay. If tenant occupies more than one bay, square footage from those bays may be combined.
 Formula for allowable sign area: lineal footage x 1.5 x 125% x 2 if this is entry elevation.



Character Illustration



Multi-level projecting wall sign with exposed neon



Cabinet sign with dimensional letters and internal illumination



Projecting wall sign with multiple types of illumination



Illuminated marquee

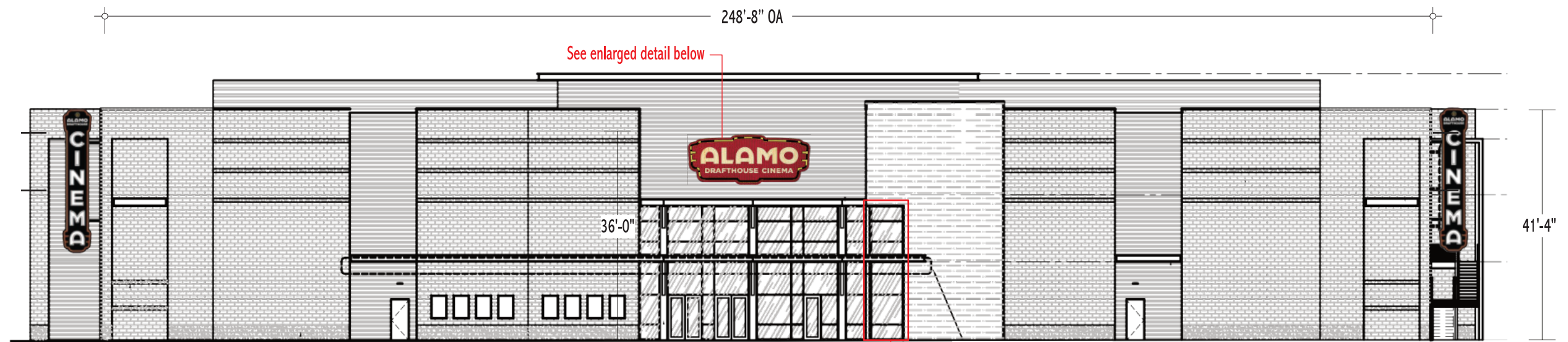


Illuminated marquee



Multi-level dimensional logo with exposed neon projecting wall sign and marquee

Photos are examples only



East Elevation - Main Entry
Scale: 3/64" = 1'-0"

Sign Allowance: $249' \times 1.5 \times 125\% \times 2 = 933.75$ SF allowed - 728 SF actual



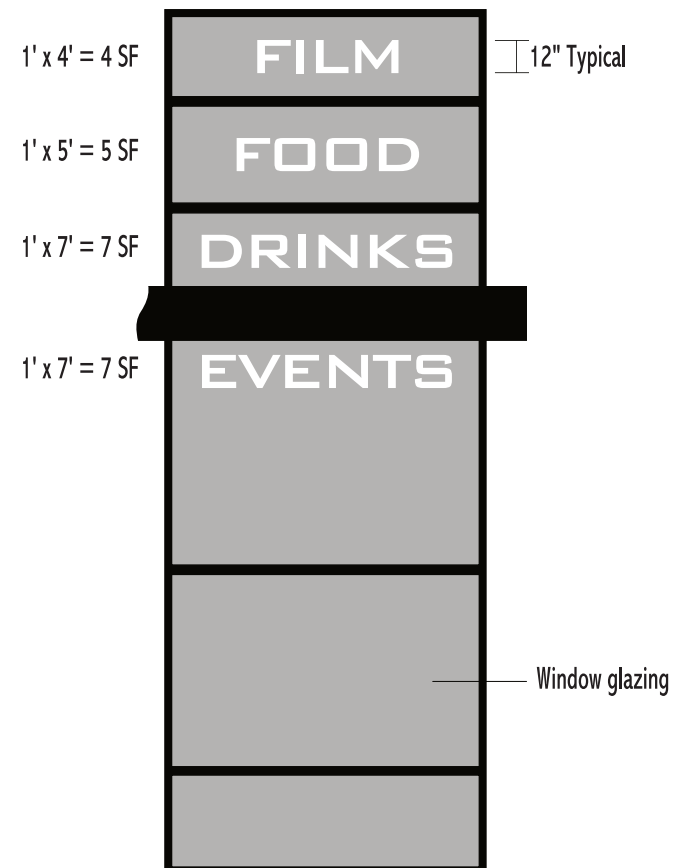
Enlarged Horizontal Cabinet Sign

Scale: 1/4" = 1'-0"

Quantity: 1

Fabricated metal cabinet with exposed neon lettering and halo illuminated perimeter channel
(No light bulbs on signage)

Sign Area: 165 SF



Exposed Neon Display Inside Lobby

Scale: 3/16" = 1'-0"

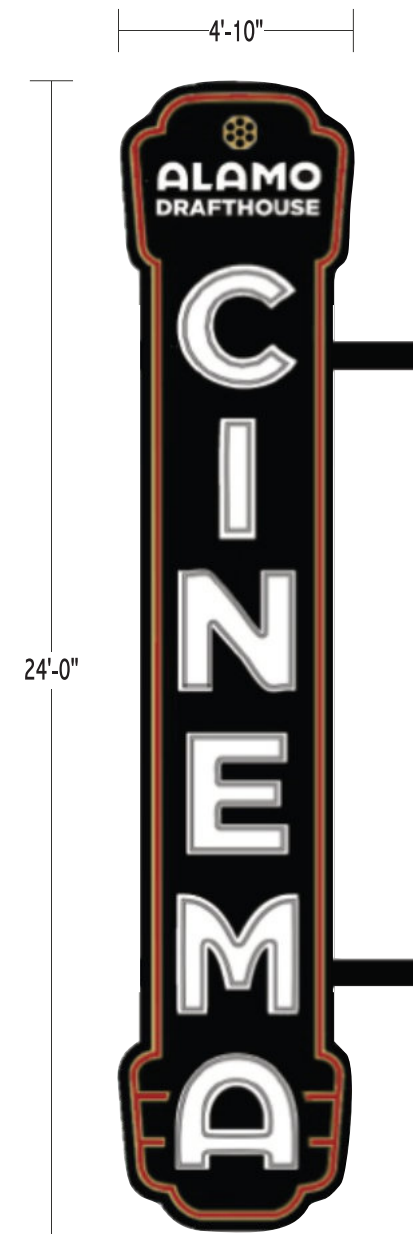
Total Area: 23 SF

Mounted to wall 24" from exterior glass



Exposed Neon Display in Window - Photo Illustration

Scale: NTS



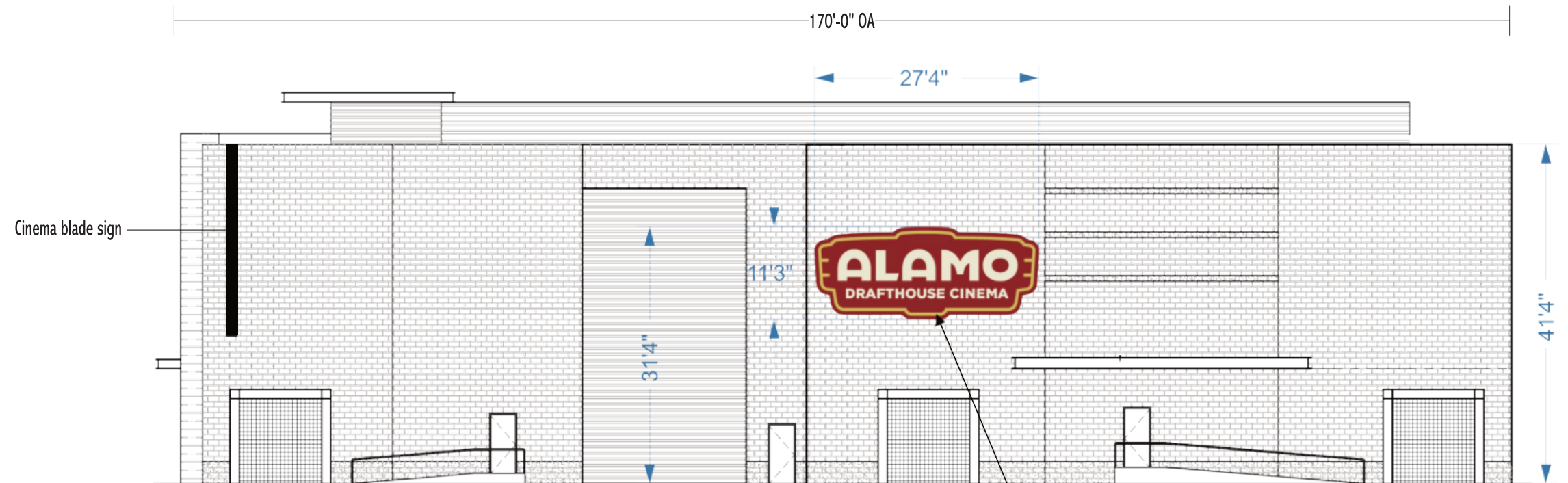
Cinema Blade Projecting Sign

Scale: 1/4" = 1'-0"

Quantity: 2

Fabricated double sided metal cabinet with exposed neon and internal illumination

Area per sign: 116 SF



North Elevation

Scale: 1/16" = 1'-0"



Dimensional logo and lettering with internal front illumination



Dimensional logo and lettering with internal front illumination



Dimensional logo and lettering with internal front illumination



Illuminated dimensional letters mounted on canopy



Dimensional logo and lettering with internal front illumination



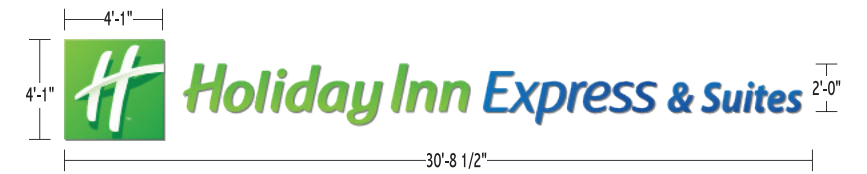
Dimensional logo and lettering with halo illumination

Photos are examples only



East Elevation

SIGN C - STACKED LINEAR LAYOUT WITH MONOGRAM XLS-SLM-6



Sign A Dimensions

Scale: NTS

Sign Area: 84 SF



Sign C Dimensions

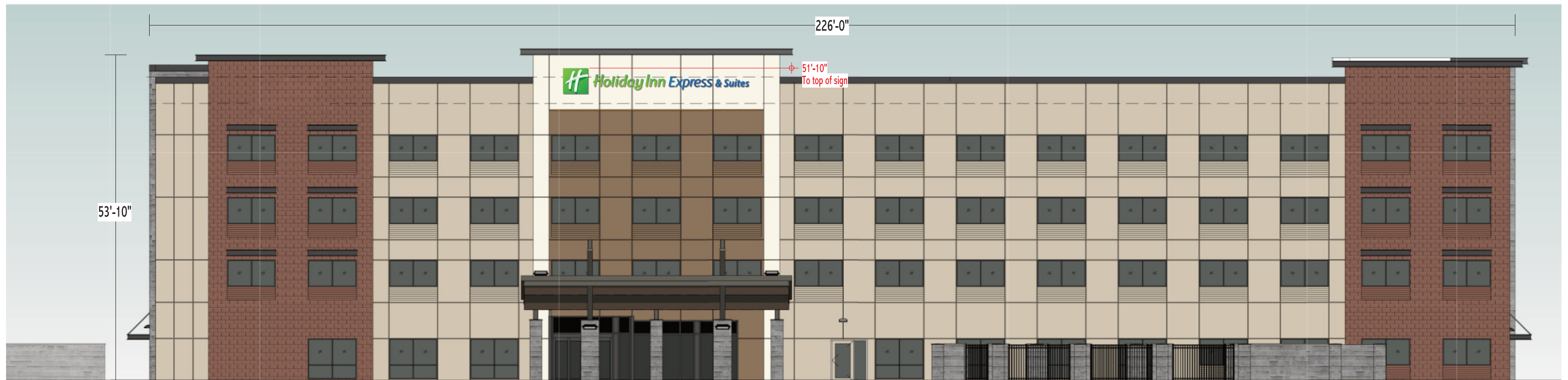
Scale: NTS

Sign Area: 95 SF

Notes:

Logo - Cabinet with printed graphics on translucent white acrylic internally illuminated

Lettering - Individual channels with translucent acrylic faces internally illuminated



North Elevation - Main Entry

SIGN A - LINEAR LAYOUT WITH MONOGRAM XLS-LM-4

Sign Allowance: 226' x 1.5 x 125% x 2 = 847.5 SF Allowed - 358 SF Actual

HOTEL BUILDING SIGNAGE - PROPOSED LOCATIONS

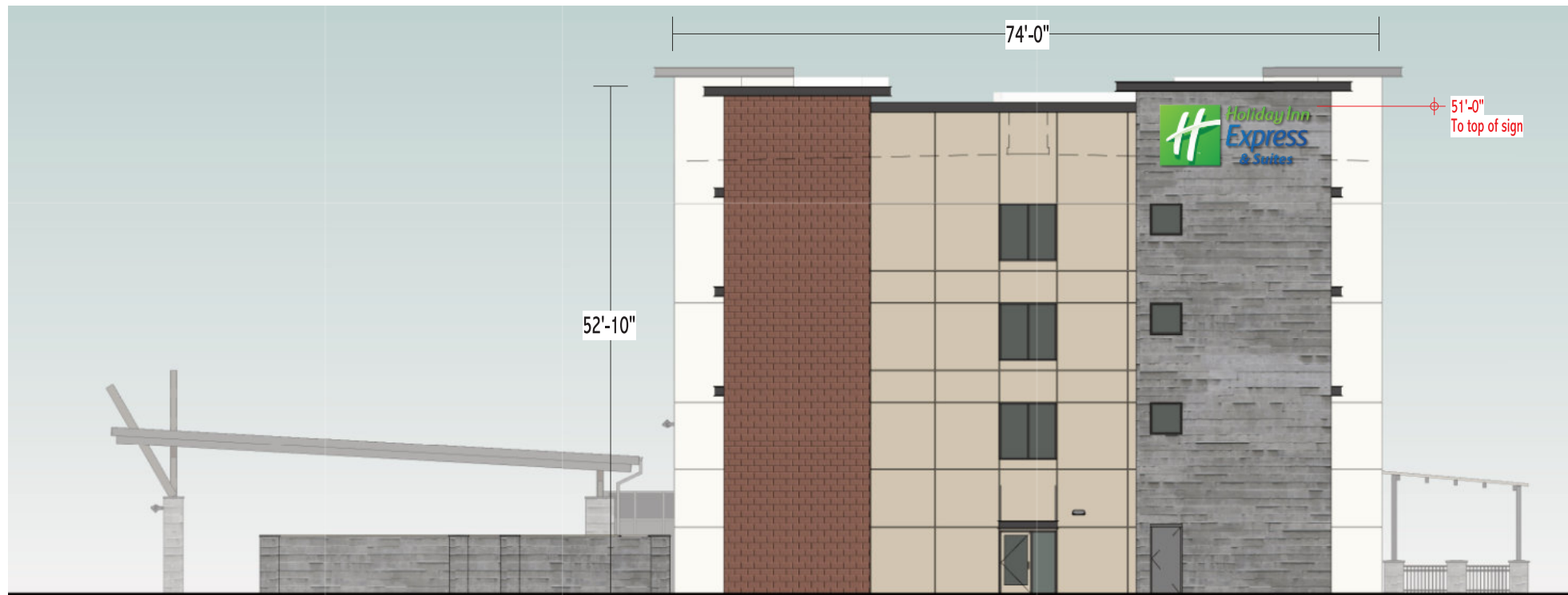
2018.02.19
Scale: 1/16" = 1'-0"

CIRCLE G GATEWAY CENTER

S V G N
LANGUAGE

CIRCLE DEVELOPMENT

LGE
DESIGN BUILD



West Elevation

SIGN D - STACKED LINEAR LAYOUT WITH MONOGRAM XLS-SLM-6



Sign B Dimensions

Scale: NTS

Sign Area: 84 SF



Sign D Dimensions

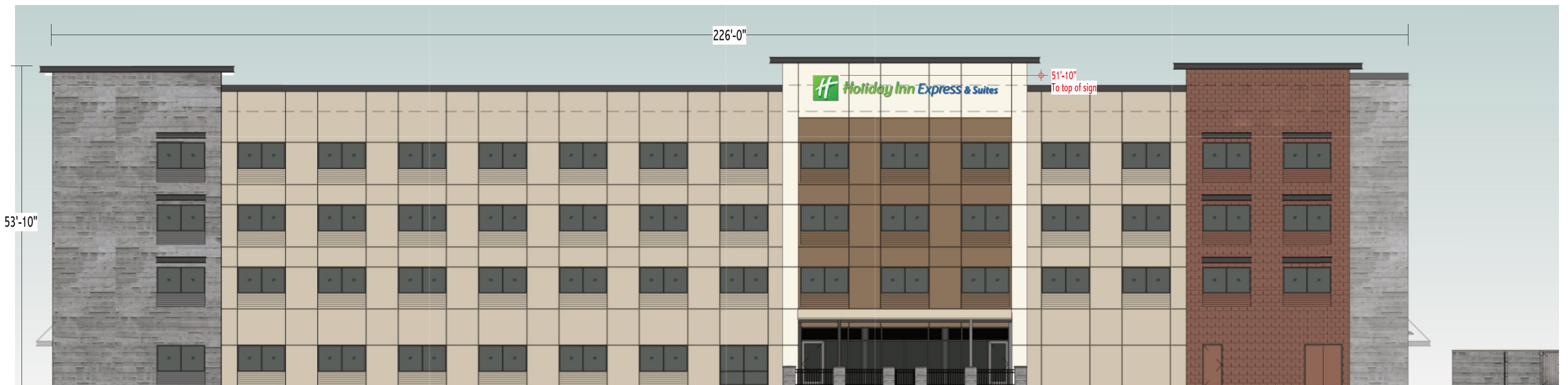
Scale: NTS

Sign Area: 95 SF

Notes:

Logo - Cabinet with printed graphics on translucent white acrylic internally illuminated

Lettering - Individual channels with translucent acrylic faces internally illuminated



South Elevation

SIGN B - LINEAR LAYOUT WITH MONOGRAM XLS-LM-4

HOTEL BUILDING SIGNAGE - PROPOSED LOCATIONS

2018.02.19
Scale: 1/16" = 1'-0"

CIRCLE G GATEWAY CENTER

SVGN
LANGUAGE

CIRCLE DEVELOPMENT

LGE
DESIGN BUILD



① Painted Aluminum
Matthews MP 18082
"Brightray Silver Metallic"



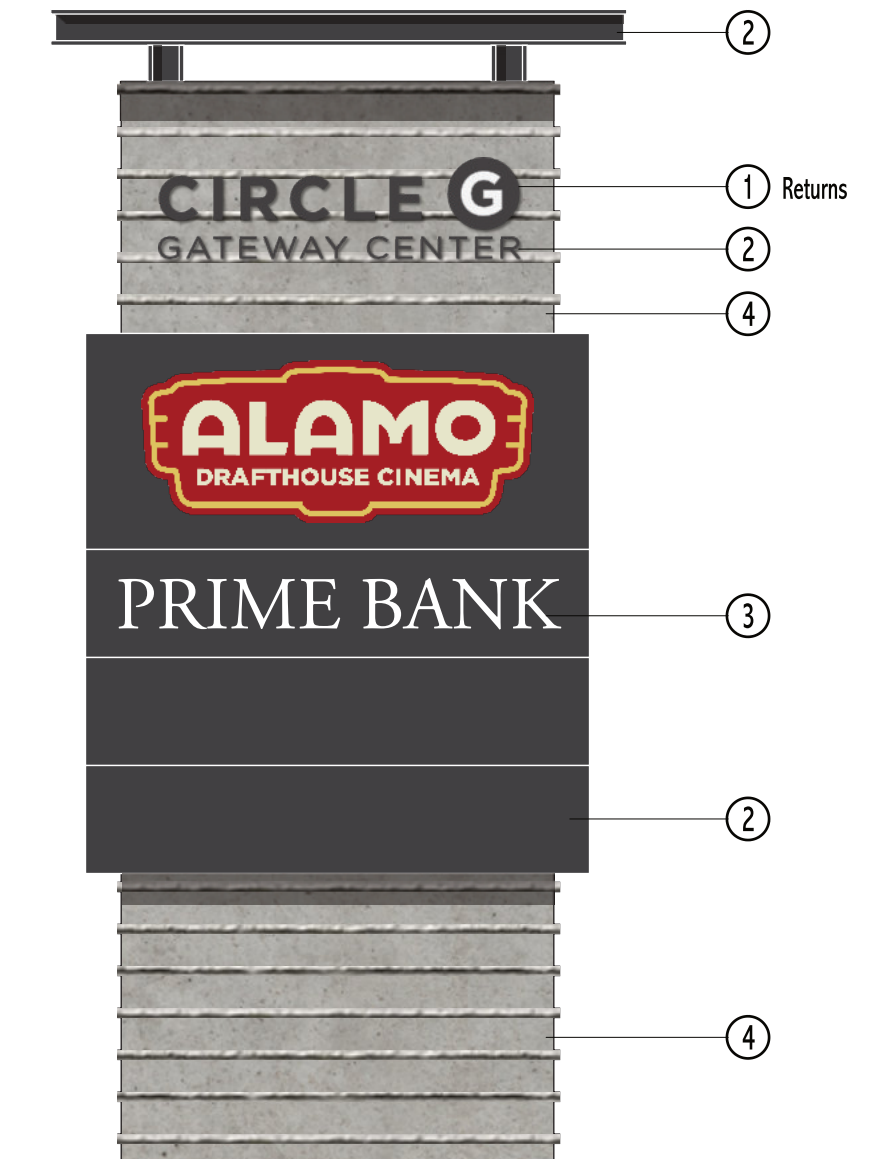
② Painted Aluminum
Dunn Edwards DE 6370
"Charcoal Smudge"



③ Translucent White Acrylic



④ Board Form Concrete



Typical Freestanding Sign Colors